

Message Text

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ACTION EUR-06

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FM AMEMBASSY THE HAGUE

TO USDOC WASHDC

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AMEMBASSY BRUUSELS

UNCLAS THE HAGUE 0223

BRUSSELS FOR ROD GRANT

E.O. 11652: N/A

TAGS: BEXP, NL

SUBJ: OFFSHORE TECHNOLOGY CONFERENCE AND EXPOSITION MAY 1974,
HOUSTON, TEXAS

REF: (Q) STATE 006636 (2) THE HAGUE 201

1. EMBASSY FORESEES NO DIFFICULTY IN PUBLICIZING SUBJECT EVENT PARTICULARLY IF WASHINGTON (TATE, COMMERCK OR USIA) COULD PREPARE AND CABLE AN APPROPRIATE ARTICLE WRITTEN FOR FOREIGN READER-SHIP. LARGE GLOSSY PHOTOS ALSO DESIRED IF AVAILABLE. EFFORT HERE COULD INCLUDE PUBLICITY IN COMMERCIAL NEWSLETTER, EFFORT TO PLACE ARTICLE AND PHOTOS IN DUTCH TRADE JOURNALS AND OTHER RELEVANT MEDIA, A DIRECT EMBASSY MAILING TO THE 50-60 DUTCH FIRMS WHICH RESPONDED TO LAST YEAR'S US OFF-SHORE TRADE MISSION TO THE NETHERLANDS, ITEM IN LOCAL AMERICAN CHAMBER MONTHLY BULLETIN, ETC.

2. REQUEST 100 COPIES ENGLISH LANGUAGE PROMOTIONAL BRUCHURES FOR USE BY EMBASSY'S COMMERCIAL AND USIS SECTIONS.

3. ADDITIONAL NOTE: SUBJECT CONFERENCE-EXPOSITION WAS ONE OF MANY U.S. EVENTS REVIEWED BUT NOT REPEAT NOT SELECTED BY DILIGENTIA B.V. (SEE REF 2) FOR FURTHER STUDY IN CONSIDERING POSSIBLE GROUP TOURS TO U.S. FROM NETHERLANDS. HOWEVER, WE SENDING DILIGENTIA
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COPY OF REFTTEL FOR ITS FURTHER CONSIDERATION ANDFSUGGEST

THAT OTC SEND PACKAGES SUCH AS DESCRIBED HAGUE 201 TO BOTH
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Message Attributes

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